

European Initiative Smart Anything Everywhere



Final Event of the CSA „Smart4Europe 1+2“

”How to make investors fall in love with your company“



Smart4Europe2 has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 872111.



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”How to make investors fall in love with your company”





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 dreamstime.com

ID 178804697 © Olivier26

This is the key





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Why it is a real challenge





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The Investors' Love Check-list



Clear value generation opportunity



Strong differentiation



Team is key





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”How to make investors fall in love with your company”





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Why a mirror?





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Why a lark mirror?

The risk is high





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- ✓ **Entrepreneurs can be stuck in their hope and vision**





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- ✓ **Entrepreneurs can be stuck in their hope and vision**
- ✓ **Could be really time consuming**





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- ✓ **Entrepreneurs can be stuck in their hope and vision**
- ✓ **Could be really time consuming**
- ✓ **Lack of understanding of investors strategy**





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**The beauty of challenge...
is to overcome it successfully**





11 M€ raised
in private investment



**ROBOT
UNION**

15 M€ raised
in private investment



5,67 M€ raised
in private investment





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The key for success





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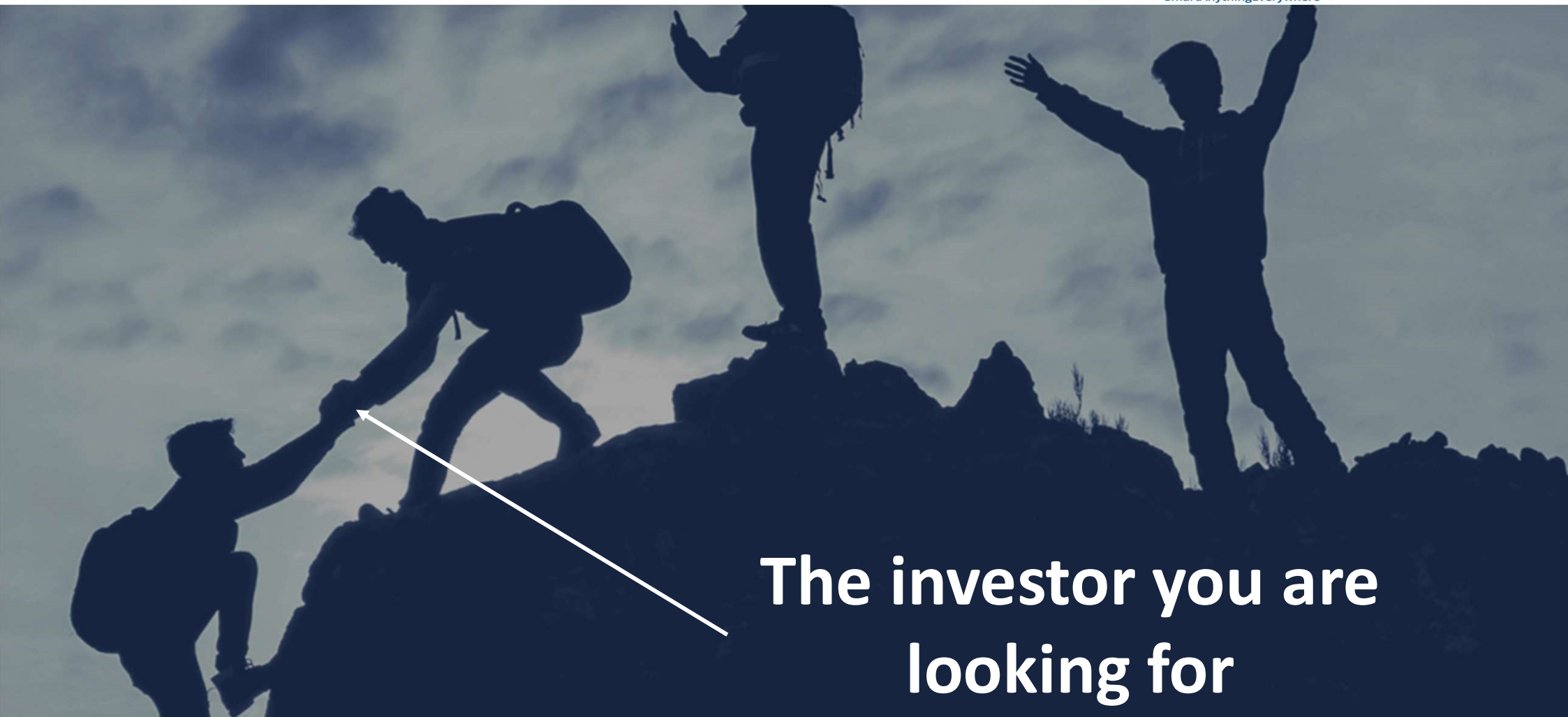


The key for success





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The investor you are looking for





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Stronger together




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**Our role as DIHs or DIHs
partners is to have more of
those guys**





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How to facilitate to private investors



Get to know if other



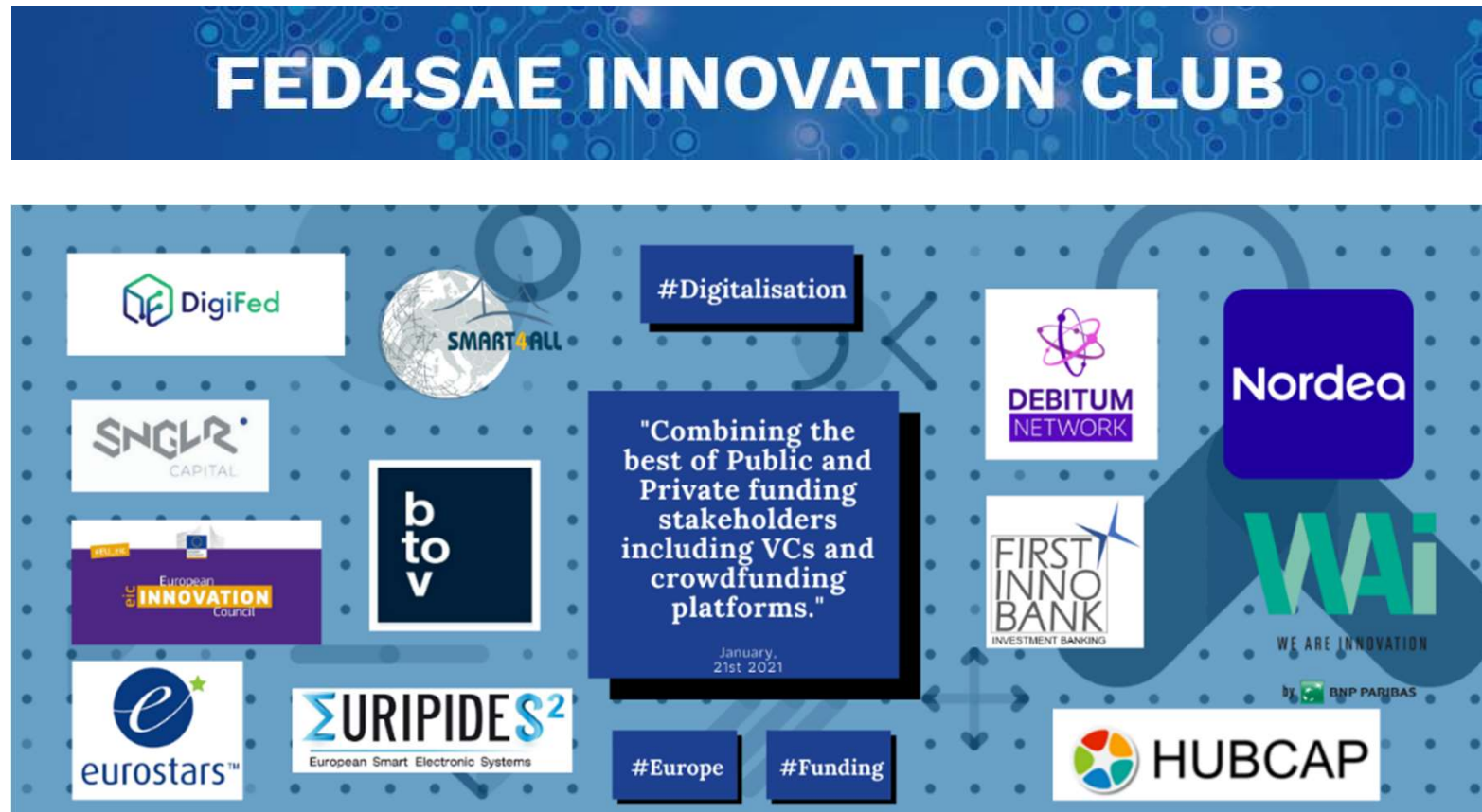
Share a same vision



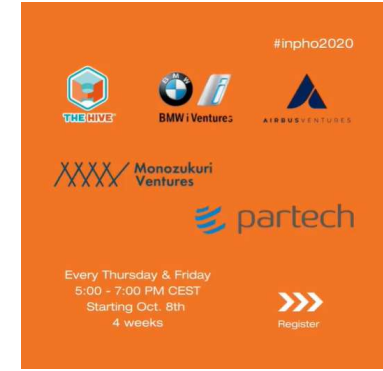
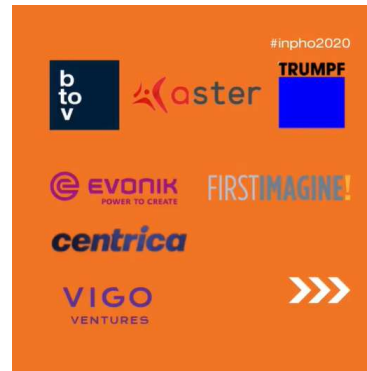
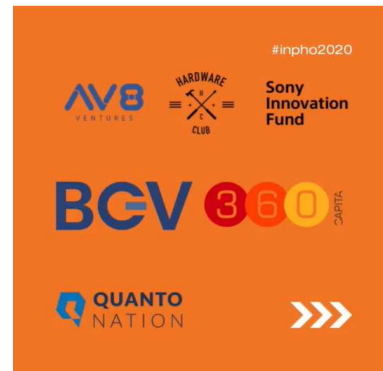
Demonstrate value



SAE actions to facilitate access to private investment



SAE actions



SAE actions

A person in a dark blue suit is holding a transparent globe with both hands. The globe shows an aerial view of a coastal city with a harbor filled with boats. Surrounding the globe are eight circular icons connected by a thin white line, representing various sustainable development goals: a sun, a wind turbine, an oil pumpjack, solar panels, a corn cob, a recycling symbol, a leaf with a water drop, and a fuel pump. The background is dark and out of focus.

MONACO SMART & SUSTAINABLE MARINA

A **sustainable** ecosystem
approach
for a **positive** impact



MONACO SMART & SUSTAINABLE MARINA

A sustainable ecosystem approach
for a positive impact

SAE actions

THEY SAID...

// We have been working on the virtuous marina concept for several years now. It is the deep conviction of all our employees that has enabled us to develop an expertise in this field, particularly regards water management. As living spaces, Smart Marinas that respect the environment must encourage emergence of new activities and services like Smart Cities do from which they take inspiration.

José Marco Casellini
CEO of M3

// Smart yachting is an avenue for the future of Monaco. It is a component full of potential for the transformation of our economy and attractiveness.

Frédéric Genta
Interministerial delegate in charge of Monaco's digital transition

// We are pleased to promote during the next Monaco Ocean Week innovations brought to the table by the winning startups. The major issues relating to marine environment conservation have now been clearly identified. Supporting research and development of new sustainable solutions for a more virtuous yachting sector is all the more essential if we are to continue enjoying the pleasures of the sea, while responding in the right way to the challenges of its preservation.

Olivier Wenden
Vice-President and CEO of the Prince Albert II of Monaco Foundation

// As the growth in yachts known as Explorers has shown, many owners are very concerned about the future of yachting. This trend can only become a reality if the facilities to welcome them are adapted to this energy and ecological transition. Our goal is to test these innovative solutions in our YCM Marina, as one would in a laboratory.

Bernard d'Alessandri
YCM General Secretary and Cluster Yachting Monaco President

// Being an active financier that supports the energy transition of the yachting industry has always been very important for Credit Suisse. We do this by promoting activities with the same goal, such as the SMART marina project, and by showing leadership and innovation, as we did with the creation of the SEA Index together with the Yacht Club de Monaco.

MICHEL BUFFAT
Head of Aviation & Yacht Finance, Credit Suisse



Empowering SMEs in the Digital Age

www.smartanythingeverywhere.eu

The Smart Anything Everywhere Initiative is supported by Smart4Europe2, a Coordination and Support Action funded by the European Union's Horizon 2020 Research and Innovation programme under grant agreement No. 872111

HOPU
Spain 🇪🇸

HOPU brings urban innovation through key techs such as AI, IoT and Data-Quality. We engage with citizens and decision-makers, to guarantee that data is understandable by everybody. HOPU supports urban development and digital transformation through data-powered tools with dashboards and IoT devices to monitor air quality for both gases and particulates, creating IoT sensors and data-driven Smart Environments.

Jara Antonio
CEO
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Health

PRODUCT DESCRIPTION / SOLUTION

Helping ports understand the origin of the pollution and how it can be mitigated via a wide network of IoT sensors, data integration from the ports activity and satellite data.

DIFFERENTIATION

Our differentiation is the availability of data mining algorithms, certified laboratory for calibration, agreements with environmental agencies to enhance our data quality, know-how and experience.

UNIQUE SELLING PROPOSITION

Our Unique Value Proposition is the focus on providing an air quality solution in smart cities with high accuracy and reliability in terms of data quality with advanced algorithms and relevant services.

HOW DOES YOUR COMPANY CONTRIBUTE TO SUSTAINABILITY

Supporting decisions for sustainable development through data-powered tools with dashboards, Business Intelligence and IoT to monitor the environment and measure climate change mitigation benefits.

DigiFed

WORLD ALLIANCE for EFFICIENT SOLUTIONS | **SOLARIMPULSE FOUNDATION**

Figure 3: Extract from the e-catalogue produced for the Monaco Smart & Sustainable Marina event



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How to make investors fall in love with your company

Seduce, Demonstrate, Deliver....





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How to make investors fall in love with your company

Seduce, Demonstrate, Deliver....

But make sure to find the good one...





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How to make investors fall in love with your company

Seduce, Demonstrate, Deliver....

But make sure to find the good one...

or make them becoming the good one...





SmartAnythingEverywhere



How to make investors fall in love with your company

Seduce, Demonstrate, Deliver....

But make sure to find the good one...

or make them becoming the good one...

longer, but safer and happier journey...





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Thank you for your attention !

[We are BLUMORPHO We deliver Disruption BLUMORPHO](#)

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